

## CLAIMS

### Claims 1-10 (Cancelled)

11. (Currently Amended) A composition for delivering an active substance to a nasal membrane, the composition comprising:  
a minor effective amount of an active substance comprising about 0.185 wt % to about 2.8 wt % ionizable zinc salt;  
a salt agent to increase diffusion of the active substance through mucous; and  
a carrier comprising a fluid and a thickening agent selected from the group consisting of carrageenan, sugar, guar gum, and hydroxycellulose, methylcellulose, hydroxyethylcellulose, and other carbohydrates.
12. (Cancelled)
13. (Previously Presented) The composition of claim 11, wherein the composition comprises about 75 wt % to about 99.999 wt % carrier.
14. (Previously Presented) The composition of claim 11, wherein the carrier comprises purified water, glycerin, and the thickening agent
15. (Cancelled)
16. (Currently Amended) The composition of claim 15, wherein the thickening agent comprises ~~hydroxyethyl cellulose~~ hydroxyethylcellulose.
17. (Currently Amended) The composition of claim 11, wherein the active substance comprises zinc gluconate.
18. (Currently Amended) The composition of claim 11, wherein the ~~active substance~~ composition comprises about 0.185 to about 2.8 wt % zinc gluconate.
19. (Currently Amended) The composition of claim 11, further comprising a ~~salt~~ permeation enhancer.

20. (Previously Presented) The composition of claim 11, comprising about 75 to about 99.999 wt % water.
21. (Cancelled)
22. (Previously Presented) A method of treating a cold comprising administering the composition of claim 11 to a nasal membrane.
23. - 40. (Cancelled)
41. (Previously Presented) A system for applying a composition to a nasal membrane comprising an applicator and the composition according to claim 11.
42. (Cancelled)
43. (New) The composition of claim 11, comprising about 0.9 to about 2.0 weight percent ionizable zinc salt.
44. (New) The composition of claim 11, comprising about 0.000001 to about 5 wt% thickener.
45. (New) The composition of claim 11, comprising about 0.1 to about 3 wt% thickener.
46. (New) The composition of claim 11, comprising about 0.000001 to about 5 wt% glycerin.
47. (New) The composition of claim 11, comprising about 4 to about 60 mM zinc ion.
48. (New) The composition of claim 11, comprising about 20 to about 44 mM zinc ion.